

MEET OUR WINNER - Joivan Jimenez

How did you hear about the contest?

I was watching football and the Van Heusen Institute of Style commercial came on. I saw the mention of a private jet, and I ran upstairs and took my picture immediately. I had nothing to lose!

Did anyone help you with your style transformation?

It was just me! I thought, I'm going to put on my best outfit – I have nothing to lose.

How would you describe your personal style?

I love fashion. I'm 31 years old and like to look younger, so I try to keep up with New York fashions. I wear Van Heusen regularly – I shop at JC Penney a lot. I've worn the Van Heusen shirt I wore in the photo a lot since then. I can't believe one shirt made a difference!

What four friends are you taking to the Super Bowl?

At first I thought about taking the boys, but as soon as my wife heard that I won, she said, "You're taking me." So, I'm taking her, my best friend, my best friend's wife (who is also my wife's best friend) and a friend from church.

Are you getting excited for the game?

I think about this every single day. I'm so glad to be going to the Super Bowl and to be going in style. I'm blessed to meet Hall of Famers, go to the parties...I literally cried when I first found out. I can't believe this happens to people. Wow. I asked my friends all week, "Can you pinch me?"

Knowing that the Patriots and Giants will be playing, who will you be rooting for on February 5?

I'm going for the New York Giants all the way. I live in Ocala, Florida, so I'm a Dolphins fan. I actually went to my first football game this fall – the Tampa Bay Buccaneers – so going to the Super Bowl is insane for me.